

**Creative Steps towards the Future
2004 Older Americans Nutrition Program Conference
Division of Aging and Adult Services**

Recruiting and Motivating Volunteers

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The History of the Ride for Kids® and the Pediatric Brain Tumor Foundation

- Ride for Kids® started in 1984
- Program has raised \$23 million to find the cause and cure of childhood brain tumors
- The Pediatric Brain Tumor Foundation is the largest source of non-governmental funding for childhood brain tumor research in the world
- Over 200 volunteer leaders across the country conduct 29 highly organized fundraising events

Recruiting Volunteers

- Be passionate about your organization and its mission
- Advertise your need for volunteers--use the local media, service organizations, the "Welcome Wagon"
- Ask your current volunteers to recruit their friends and family

Be sure to THANK
your volunteers



The Key to Success: Structure

- Maintain a very organized and structured volunteer program.
- Keep current contact information on all of your volunteers. Track their volunteer hours.

Train, Train, Train

- A trained volunteer is an effective volunteer!
- Make sure volunteers know about your organization and the important role they play in your organization
- Remember, volunteers represent your organization. You don't want them to make mistakes

Integrity

- Never compromise your organization's mission. Make certain you have the right volunteer for the right job.

Be sure to THANK
your volunteers



Avoid the Ivory Tower Syndrome

- Lead by example. If volunteers see your commitment of time and energy to your organization's mission, they will be willing to put in the same effort. Don't develop an Ivory Tower attitude.

Time is Valuable!

- You can never ask too much from a volunteer. Don't be afraid to ask them to do their job.
- Time is VALUABLE!
- People need to feel like their time commitment to your organization is worthwhile and not wasted.

Volunteers = Employees

- Run your non-profit like a Fortune 500 business.
- Make certain volunteers are fulfilling their commitment to your organization.
- Treat volunteers like employees. Expect from them what you expect from your employees.

Be sure to THANK
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Communicate to Connect

- Keep your volunteers informed. Tell them the results of their efforts.
- Stay connected to your volunteer force. Make certain you know what they're doing and that they know what the organization is doing.
- A simple monthly newsletter is a good way to keep volunteers informed.

Recognition makes people smile!

- Create a recognition program for your volunteers. Applaud and highlight the volunteers who are succeeding with their tasks.
- Use the media. We have found that local media will run news releases verbatim if they are concise and well-written.

Making sure your volunteers stick with the program

- How do you retain volunteers? Make sure there is work for them to do. Nothing is more frustrating than to volunteer for an organization and then there is nothing to do.
- Make sure they feel valuable!

Be sure to THANK
your volunteers



I wish you well with your future
endeavors serving your
population and your
organization's mission.

Mike Traynor

President

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